





WHAT IS FACEBOOK?

Facebook is the world's largest social network. With 1.65 billion people logging in at least once a month it's a no brainer for business. Your customers are on Facebook you just need to find ways to market your business to them using the tools available to you.

In this book, you'll learn how to set up a business page on Facebook and how to post.



FACEBOOK BUSINESS PAGES

There are two types of profile on Facebook:

A 'Page' sometimes referred to as a business page or fan page

This is the professional profile for your business. Users can 'Like' your page which means that they will see updates from you in their Facebook news feeds.

Users can also view your page and your content, comment, like, review, check-in and message your page even if they don't 'Like' it.

A profile

This is a Facebook account for an individual. As an individual you can become 'friends' with people. This means they will see the things you post in their Facebook feed and you will see the content they post.

It is against Facebook's T&C's to run a profile in a business name or to conduct business via a personal profile and there are good reasons for this.

When we use a profile as a business we can see updates from all the people who 'friend' us. This includes family photographs including children and holiday snaps. When we friend someone we are trusting them with this information. If we friend a business we don't' know who has access to that information. Our trust and privacy is a stake.

In return for setting up a business page, Facebook offers us some benefits.

- We can customise and optimise our page for business
- · We can avail of Facebook advertising to promote our services



HOW TO SET UP A FACEBOOK BUSINESS PAGE

What you need

1 A Facebook account

You require a personal Facebook account to set up and manage a Facebook page. It is currently not possible to run a business page without one.

7 A profile photo

You need a square image that acts as your profile photo. This appears on your Facebook page and next to your posts in the newsfeed. This image should be at least 180x180 pixels in size.

It's a good idea to include your logo in this image so that your brand follows you around Facebook.

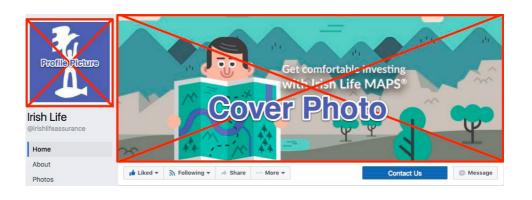
90% of the people who log into Facebook every day access the site via their mobile phone. This means you need to ensure that your image works well when scaled down to 78x78 pixels, the size it appears in the feed on mobile.

3

A cover photo

This is the large image that forms the header of your business page. It gives you the opportunity to tell people a little more about your page.

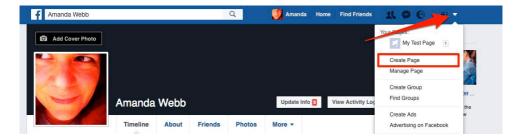
Your cover photo should be 828 x 315 Pixels in size.



Now you are ready to set up your page

It's easier to set up your Facebook business page from a laptop or PC. Once it's set up it's easy to make updates from the web or via apps on your phone or tablet.

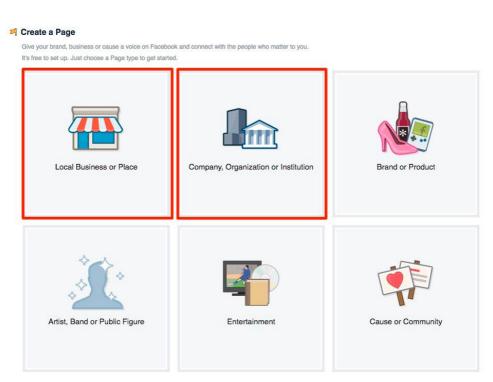
Log into Facebook and click on the dark blue arrow at the top right-hand side of the page



Choose 'Local Business or Place' or 'Company, Organisation and Institution' for your business type. If you choose 'Local business' you will need to add your address as part of the setup process.

You can change the page type later on.

Select 'Create Page' from the drop-down menu.

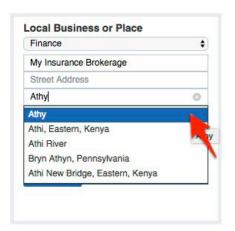


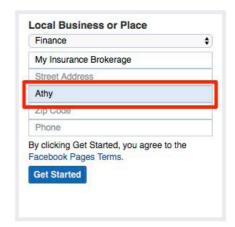
Now you will be asked to enter some information about your business.

Choose a category that broadly represents your business, you will be able to get more specific later on.

When choosing the name of your page ensure that you use capital letters to start words otherwise Facebook will reject the name.

If you choose 'Local Business or Place' you will need to choose a 'City / State' that Facebook recognises. To do this start typing the name of your town into the box. As you type a drop-down menu will appear offering you options for the name of your town.

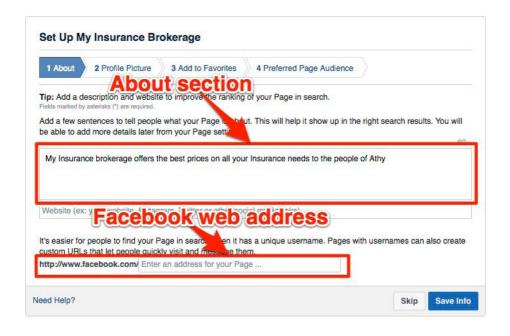




If Facebook has recognised your town name it will appear highlighted in blue (as shown)

Add the rest of your address to progress.

STEP 1: ABOUT



What appears in the 'About' section will depend on the type of page created. You will be prompted to complete 'Tell people what your Page is about'. You don't have to add your website if you don't have one.

You can also choose a web address for your Facebook page here. This is similar to your web address. It should consist of one word, no spaces.

Try for your business name (or a shortened version of your business name if it is long). Note that once you have set this you can only change it once. If you are unsure of the link you want skip this step for now.



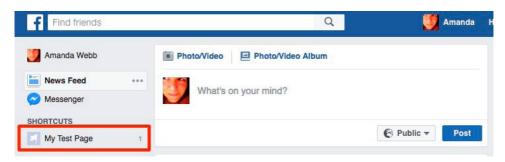
STEP 2: PROFILE PICTURE

You can upload the profile photograph you created earlier here

STEP 3: ADD TO FAVOURITES

When you add a page to your favourites is adds a shortcut to the page on the sidebar of your Facebook page. This makes it easy to access it from your Facebook profile.

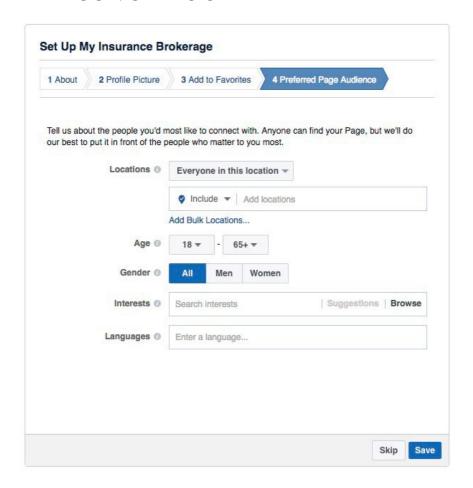
See the example below



STEP 4: PREFERRED PAGE AUDIENCE

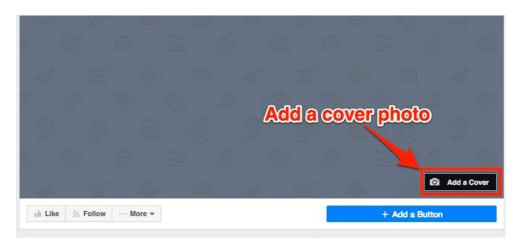
This section lets you select the type of people you would like to reach with your page. It will help Facebook recommend your page to the right people and it can help you target your posts later on.

Add a location, age group, gender, language and interests if relevant.



Your Facebook page is now ready

Click the 'Add a Cover' button to upload your cover photo.



ADDING A CALL TO ACTION BUTTON

The 'Call To Action' button appears just under your cover photo on the left-hand side on the web and directly under your cover photo on mobile.

This button makes it easy for visitors to your page to make a deeper connection with you.

For example, if you add a 'Call now' button people can click that on mobile and automatically start a call with you. A 'Sign up' button can prompt people to subscribe to your newsletter.

Click on 'Add a button' to set up your Call To Action. Some options, like 'sign up' will require a link to a web page.





HOW TO POST TO YOUR FACEBOOK BUSINESS PAGE

Now you have a page you'll need to start posting content there. This helps you stay in touch with the people who have Liked your page. When you post an update on your Facebook business page it reaches the news feed of these people.

There are four key types of Facebook post:

STATUS UPDATE

This is a plain text update

РНОТО

You can upload a photograph or series of photographs to your page

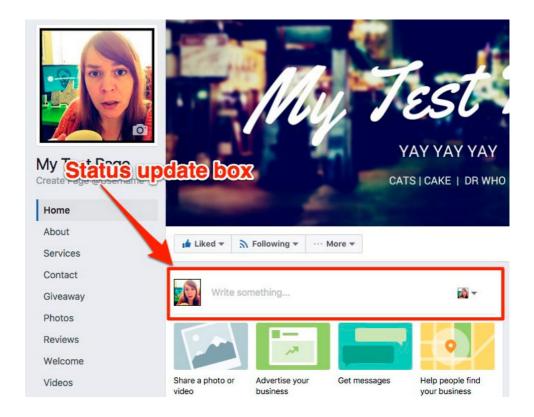
LINK

Share a link to your website or information your customers will find helpful

VIDEO

Share a video

To post to your Facebook page click in the 'Status update' box at the top of your page just under your cover photo

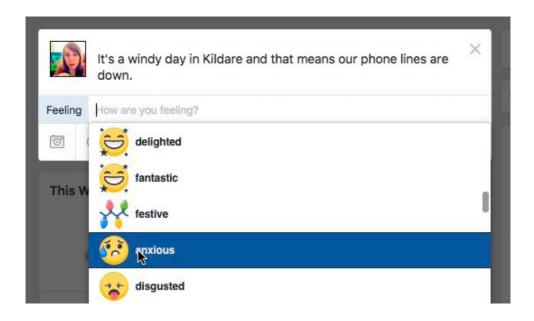


TO POST A PLAIN TEXT UPDATE

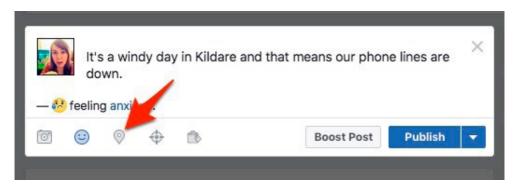
Type something you want to say into the box.

Click the smiley face to add context to your update. For example, in the update below I'm letting people know our phone lines are down and showing I'm anxious about it.



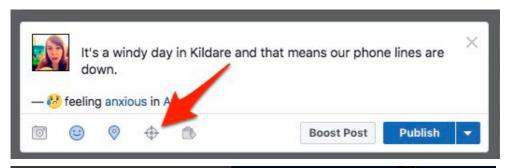


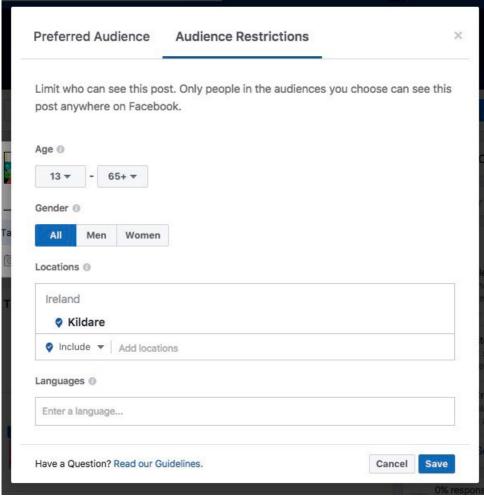
Use the location button to let people know where you are. This is useful if you are at a tradeshow or event, it will let people know where to find you.



When you add a location to your update Facebook will attach a map to your update.

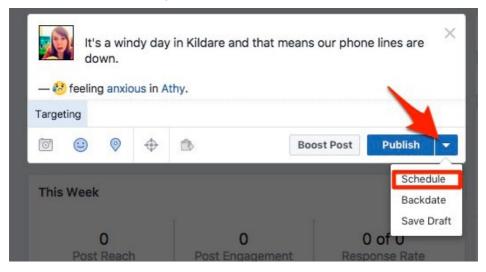
The crosshair icon lets you target your post to specific Facebook users. This is useful if you have a local update that will only make sense to people in a specific region. You can also target by interest here. This ensures your update only reaches the news feed of the people who will be interested in it.



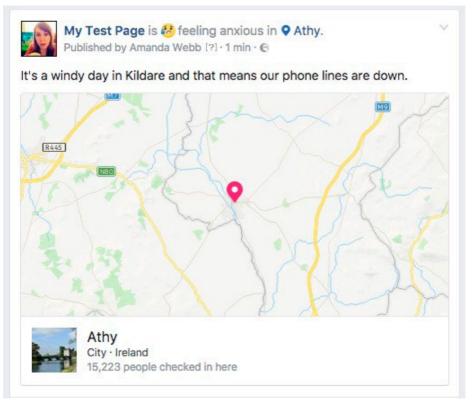


Setting a preferred audience means that Facebook will only put your update in the news feeds of the people matching the information you add. It will still appear on your page for visitors to see and if it is shared by Facebook users it will also reach people outside your preferred audience.

When you are happy with your update click the 'Publish' button to post immediately or click the arrow to the left-hand side of the publish button to schedule it for later.



Here's what my post looked like once it was published:

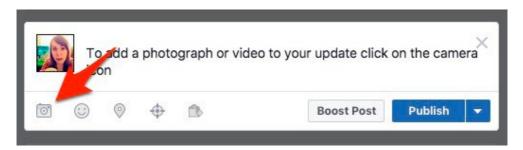


ADDING A PHOTO TO YOUR UPDATE

When you share a photo in a post you should always include a text update with it. This tells people why you are sharing it and will boost engagement on your post.

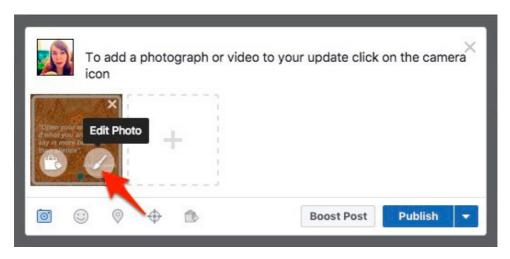
To add a photo write your text update as described above.

Click on the camera icon in the status update box to attach an image to your post.



This will open the hard drive of your computer so you can upload a photograph or image from there.

Once you have uploaded an image a thumbnail version will appear under your update. When you hover your mouse over the top of it a paintbrush will appear. Click this to add filters, text or stickers to your image.



You can use the smiley face icon, the check-in feature and the preferred audience settings in the same way you used them for a plain update.

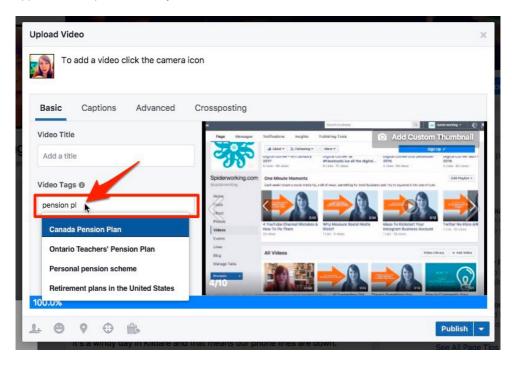
ADDING A VIDEO TO YOUR UPDATE

Follow the same process as you did when adding a photograph.

When you add a video a new window will open giving you some options on how your video is displayed

You can give your video a title

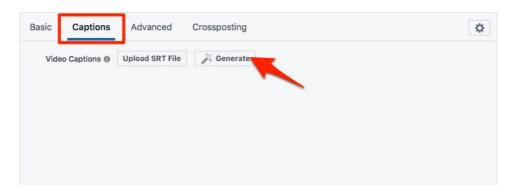
You can add tags. These are very limited, start typing the word you want to use as a tag. If it appears in a drop-down menu you can use it.



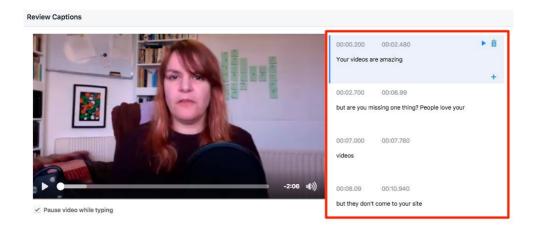
Click the left/right arrows to choose a thumbnail image that will appear before your video starts playing. You can also add a custom thumbnail by clicking the camera icon towards the top of the video.



Click on the 'Captions' tab to add subtitles to your video. This is recommended if there are any spoken words in your video. Many Facebook users watch video content with the sound off and will keep watching for longer if you add subtitles.



You can ask Facebook to generate captions for your video. If you do this you will need to edit the captions as they are not very good at picking up exact words.

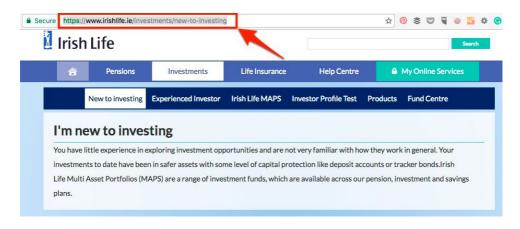


POSTING A LINK UPDATE

To post a link to your Facebook page you'll first need to get the exact link to the webpage you want to link to

To do this visit the website you want to link to and find the specific page. I have chosen the Irish Life 'New to investing' page.

Copy the entire link from the address bar at the top of the page (this may be at the bottom of the page on some browsers and devices).



Now go back to Facebook.

Click in the status update box and write some text telling people why you are sharing the link.

Paste the link below your text.

Facebook will pull information in from the web page you are linking to.

If it finds more than one image you can select the ones you want to keep from the boxes underneath the link preview.

Just like with the other updates you can add context, location or preferred audience targeting to the post.



Now you are ready to start using your Jacebook business page.



